News Release

IMMEDIATE RELEASE

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Edmonton springs into action

Spring cleaning has started in Alberta's Capital City

Edmonton, April 4, 2008 – Spring cleanup in Edmonton has started two weeks earlier than planned because the weather has cooperated.

"Taking pride in keeping our city clean year round is the primary goal of Capital City Clean Up" said Don Belanger, Program Manager for Capital City Clean Up. "While the City is taking the lead in litter reduction, the success of our program is largely due to residents, businesses and the City, all working together."

The City of Edmonton has also begun cleaning roads, parks and public spaces. Boulevard sweeping and litter pick up will be completed by the end of April. Parks staff are removing litter from parks, natural areas, ravines and the river valley. Street sweeping began in March and 4,700 kilometers of city streets will be cleaned by the end of May, including major roads, residential roads, alleyways and boulevards.

More than 500 residential and business block captains have already signed up in the Adopt-a-Block program. This year's goal is to enroll over 800 block captains. Deadline to register is May 2.

As the City of Edmonton gears up for city-wide spring cleaning, citizens are reminded that keeping our city clean is a shared responsibility. In accordance with City bylaws, residents and businesses are responsible for keeping their private property clean of litter, garbage and weeds. Failure to do so could lead to a fine.

For more information on Capital City Clean Up, the Adopt-a-Block program and the River Valley Clean Up Program please visit www.edmonton.ca/capitalcitycleanup or call 944-5470.

Capital City Clean Up 2008 supports Ecovision Edmonton ®, The City's response to today's environmental challenges.

- 30 -

About Edmonton:

This is a city alive with energy and boundless opportunity - a growing economic powerhouse where business thrives and more than a million lives enjoy the freedom to explore, experiment, experience, excel and expect the most out of every day. A place like no other, Edmonton is filled with surprises great and small and a calendar packed with artistic, sporting, theatrical and cultural celebration.

For more information on Edmonton, please visit our website at: www.edmonton.ca.

For additional information, contact:

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THE CITY OF Edmonton

Backgrounder

City of Edmonton Spring Cleaning

Capital City Clean Up (CCCU)

- CCCU is Edmonton's year-round litter and graffiti reduction program. It pulls together many civic services and includes community participation, public education and enforcement.

- As a winter city, Edmonton emphasizes spring clean up, but garbage should be disposed of properly in all four seasons.

- While the City of Edmonton is taking the lead, litter cleanup is not solely a city responsibility. It is a shared responsibility with the community-at-large.

- The 2008 Capital City Clean Up (CCCU) Adopt-A-Block program is well underway. So far 465 Residential Block Captains and 36 Business Block Captains have registered in this year's Adopt-a-Block program and new sign-ups arrive daily.

- Recruitment has been extended to May 2 to ensure everyone has an opportunity to participate.

- CCCU provides Residential Block Captains with a cleanup starter skit including a t-shirt, litter grabber, garbage bags, gloves, safety information and a log book for recording volunteer hours and number of garbage bags collected. Business Block Captains also receive a street sweeping broom to assist with weekly cleanups.

Waste Management

- The City of Edmonton Waste Management branch is currently hiring and training additional staff to do litter collection.

- Residents can bring household hazardous waste such as leftover paint, oven cleaner, car batteries, even old computer monitors and electrical appliances to local Ecostations at no charge.

- Litter basket washing will commence as soon as weather permits

Parks

- Boulevard Sweeping and litter pick up started on March 30 and will be completed by the end of April.

- Parks staff are removing litter from roadways, parks, natural areas, ravines and the river valley.

- All City Schools are encouraged to participate in school yard clean up. The Edmonton Parks department will pick up all litter that is collected by the schools and they can compete to win the "Cleanest School in Town" as chosen by Parks in June. Schools can contact their Parks District Office to participate:
  - East – 496-1904
  - West 496-7321
  - South 496-1476

Bylaw

- Citizens need to take responsibility for keeping their City safe and clean.

- Under City bylaws, citizens are required to keep their property and adjacent public property tidy and litter free, clear their yard of animal refuse, get rid of graffiti and refrain from littering on public property.

- The City will always seek voluntary compliance on these issues first. When a citizen is unwilling to comply, enforcement measures will be taken.

Transportation

- A total of 4,700 km of city streets will be cleaned by the month of May.

- Edmonton is a North American leader for its street sand recycling program. Approximately 80% of the sand swept up is reused again on our streets. The rest is reused for other purposes, less than 5% is waste that goes to the landfill.

- ETS has started pressure washing all the downtown bus shelters throughout the city.